



Introduction to the Eastern Shore Food Hub

Presented by the Easton
Economic Development
Corporation



Mission

- ✓ To establish Easton and the Eastern Shore as the mid-Atlantic's center for the production and distribution of healthy, organic and sustainable food.





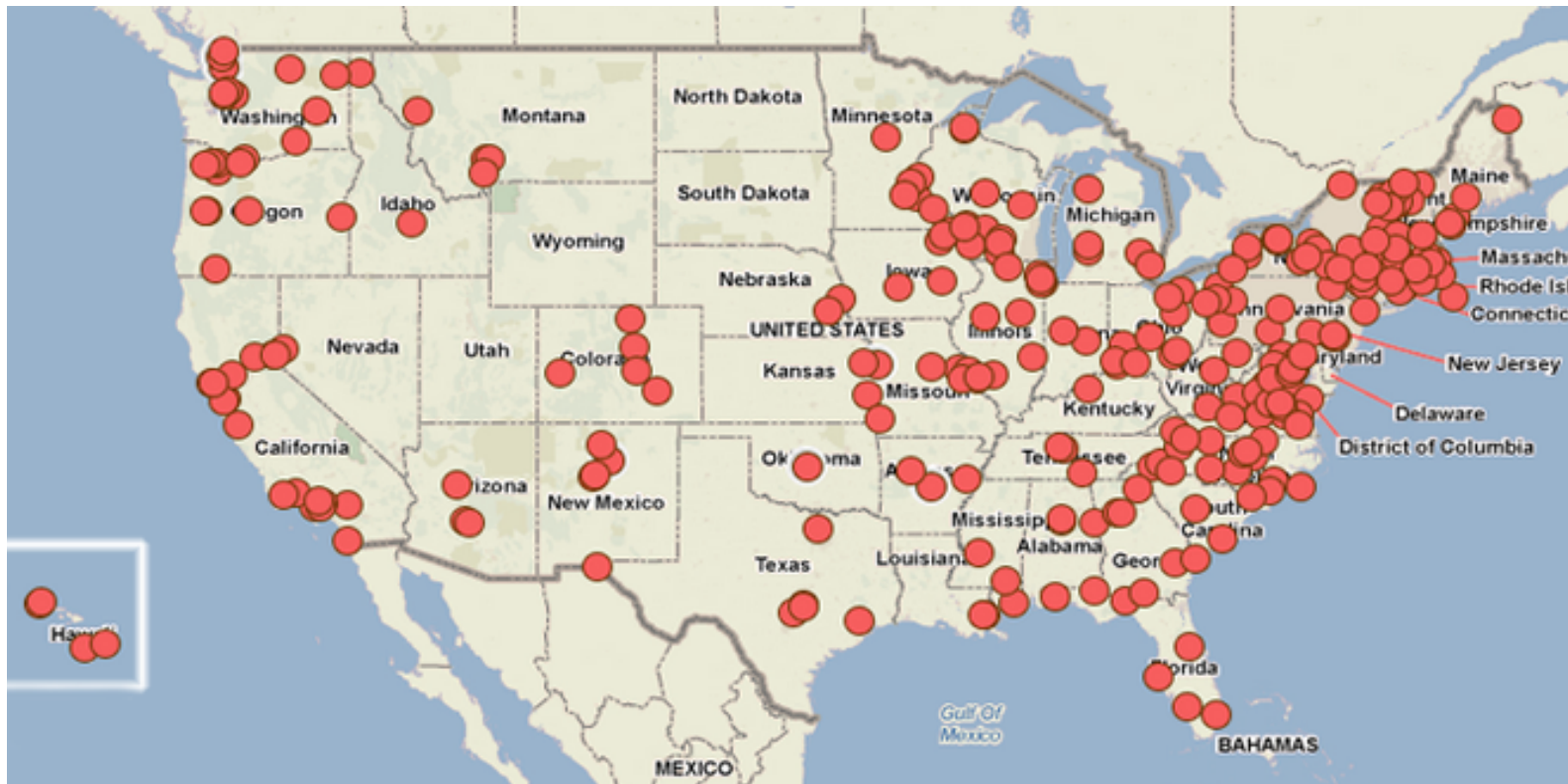
What is a Food Hub?

- ✓ A regional food hub is a business or organization that actively manages the aggregation, distribution, and marketing of source-identified food products **primarily from local and regional producers** to strengthen their ability to satisfy wholesale, retail, and institutional demand.

--Food Hub Center, National Good Food Network



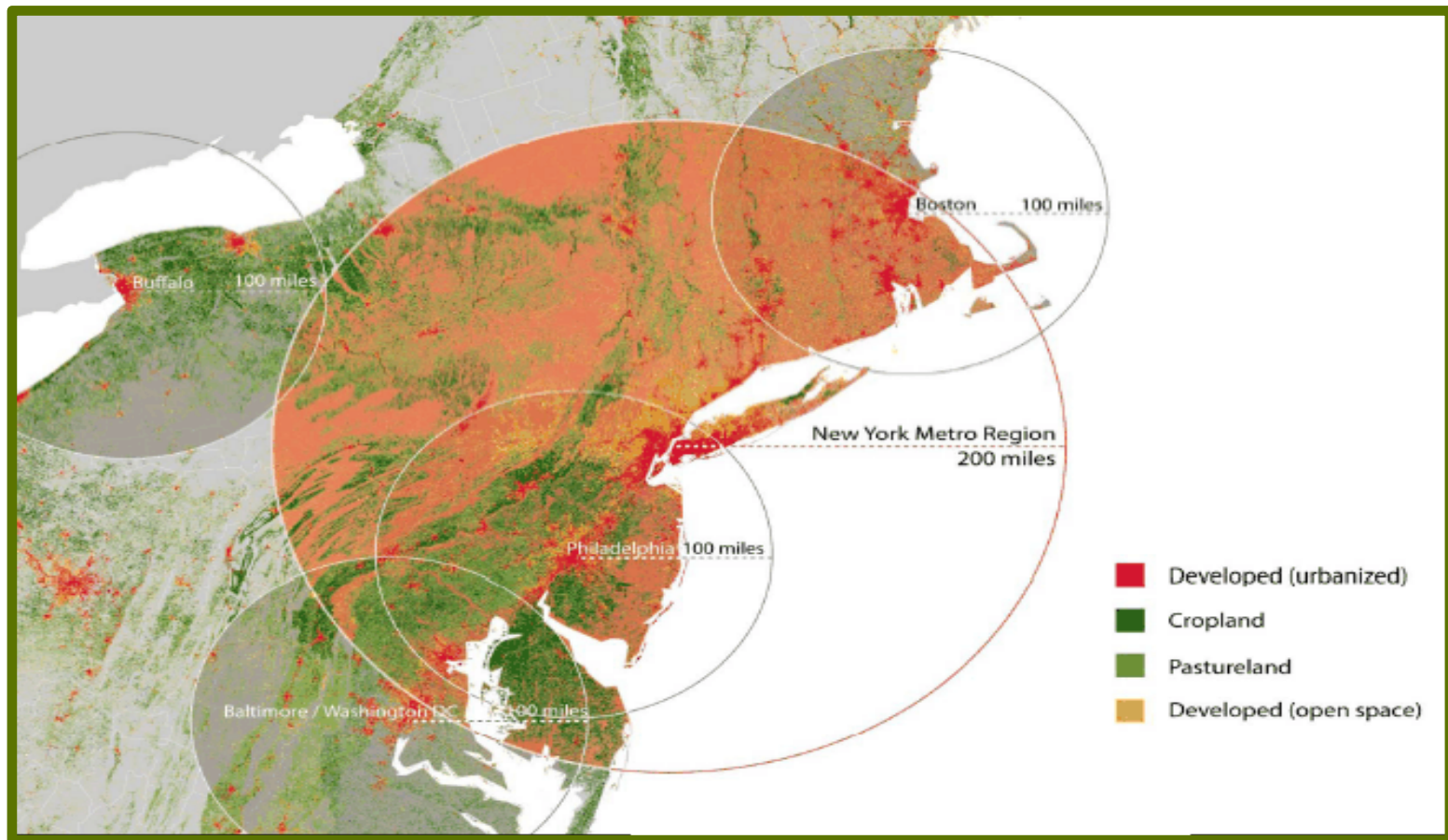
Over 200 communities have built food hubs to meet the “unlimited demand” from consumers for locally produced, healthy food.
Delmarva has none.





New York City has identified the Eastern Shore as a source of its food in the future.

The Urban Design Lab, The Earth Institute, Columbia University, "Regionalizing the Food System for Public Health and Sustainability", Conrad and Ackerman, 11/17/10





Easton is ideally located for healthy food distribution.

- ✓ Easton, Maryland is centrally located on the Eastern Shore providing central access to producers and growers.
- ✓ A network of transportation routes provide distribution access to 14 million people within 100 miles and 40 million within 200 miles of Easton.
- ✓ Easton's local airport could provide critical distribution services for seafood distribution.



Benefits to Easton:

- ✓ Establishes Easton as the regional center for **an emerging multi-billion dollar** healthy food industry.
- ✓ **Preserves our farming heritage** by supporting the the farming industry by providing education, aggregation, marketing, distribution and other supportive services to local farmers.
- ✓ Creates 12 new direct **jobs immediately at the Food Hub and construction jobs on \$2.4 million improvements to the site.** By year five, 110 new jobs will be created.
- ✓ Pays rent in the amount of \$12,000 per annum with an annual 1.5% escalation, which is **6 times the current revenue** to the town from the site.
- ✓ Provides **a community education**, including cooking demonstrations and healthy eating classes while also contributing food to food access programs.



Regionally, the food hub will:

- ✓ **Stimulate the economy:** A projected year three food hub sales of \$3 million will produce over \$2.5 million in Easton's related industrial sectors, ie: farm equipment, compost, animal feed, and more.
- ✓ **Improve farm viability:** New young farmers will be linked to farmland and existing farmers will gain access to the rapidly expanding healthy food market with direct distribution to regional grocery chains.
- ✓ **Create jobs for our community:** According to a recent University of WI-Madison study, 2.2 jobs are created for every \$100,000 in local food sales. By year 5, 110 new jobs are projected to be created.



What will the food hub do for growers?

- ✓ Provide marketing, selling & distribution services to small & medium-sized LOCAL independent growers who use the Hub to sell their surplus product or all their product.
- ✓ Provide value-added production equipment, bulk buying & other services.
- ✓ Enable growers to access the 99% of food sales that are wholesale based: (universities taking the “Real Food” Challenge, hospitals turning to “environmental nutrition, schools buying local fresh foods, & grocers meeting demand for locally grown foods).
- ✓ Expand growers’ products, reach and sales in targeted markets in our 200-mile food-shed, which is home to 40 million people.
- ✓ Encourage expansion of healthy vegetable & fruit production in Maryland where less than 2.5% of cropland is devoted to specialty crops.
- ✓ Pass through more of the food dollar realized to growers because of the Food Hub’s low profit motive and distribution efficiency.
- ✓ Increase the economic viability of small farms.



Food Hub Programs

- ✓ Grower services
- ✓ Low- and no-cost food access
- ✓ Linking emerging and expanding growers with land
- ✓ Technical assistance transitioning to environmentally beneficial production standards
- ✓ Apprenticeship and incubation of growers
- ✓ Education on healthy eating & agriculture
- ✓ Value-added production and commercial kitchens

Food Hub Collaborators

- ✓ 4-H organizations
- ✓ Food access organizations
- ✓ Neighborhood service organizations
- ✓ Workforce development organizations
- ✓ Other food hubs
- ✓ Local schools
- ✓ Future Harvest/CASA
- ✓ Caroline County Economic Development Corporation
- ✓ Maryland Hospitals for a Healthy Environment
- ✓ Real Food Challenge



Organization:

- ✓ The Eastern Shore Food Hub Corp. (ESFH), a **Maryland non-profit organization**, will own and build the food hub facility.
- ✓ **Easton Economic Development Corporation** will manage the lease as an agent of the Town of Easton and oversee the operation of the food hub to ensure economic viability.



Board of Advisors

- ✓ Amanda Behrens, Johns Hopkins Center for a Livable Future
- ✓ Holly Budd, Maryland Organic Food & Farming Association
- ✓ Shannon Dill
- ✓ Rob Etgen, Eastern Shore Land Conservancy
- ✓ Ned Gerber, Chesapeake Wildlife Heritage
- ✓ Alan Girard, Chesapeake Bay Foundation
- ✓ Pamela Hamilton, community volunteer
- ✓ Jack Hulseman, Otwell Farm
- ✓ Pastor Everett Landon, Tilghman United Methodist Church
- ✓ Dena Leibman, Future Harvest/Chesapeake Alliance for
- ✓ Errol Mattox, University of Md Extension Service
- ✓ Katherine Rogers, American Diabetes Association
- ✓ Doug Sadler, The Pocket Media Group
- ✓ Jennifer Small, Maryland Food Bank



Current Commitments:

- ✓ \$500,000 State of MD General Obligation Bond Fiscal Year 2015*
- ✓ \$500,000 DHCD State of Maryland Grant*
- ✓ State of Maryland Sustainable Community Designation

*To be matched by private funds.



The Eastern Shore Food Hub will:

- ✓ Establish Easton as the **regional center of a multi-billion dollar** healthy food industry.
- ✓ Preserve our agriculture heritage by helping farmers **grow their business**.
- ✓ Create new direct and indirect **jobs in Easton** and throughout the region.
- ✓ Protect the waterways and tributaries of **the Chesapeake Bay** by promoting good environmental stewardship.
- ✓ Make low/no cost healthy food available to low and moderate income families



Request to the Town of Easton:

- ✓ To enter into a long-term lease with the Eastern Shore Food Hub Corp through the Town's agent, the Easton Economic Development Corporation, for the use of the Mistletoe Hall Farm site for the purposes of building an aggregation and distribution facility and operating a food hub.
- ✓ Proposed rent to the Town of Easton is 6 times the existing revenue per acre.